

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property  
Organization  
International Bureau



(43) International Publication Date  
27 January 2005 (27.01.2005)

PCT

(10) International Publication Number  
**WO 2005/007789 A2**

(51) International Patent Classification<sup>7</sup>: **C11D**

(21) International Application Number:  
PCT/US2004/021435

(22) International Filing Date: 2 July 2004 (02.07.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
60/484,786 3 July 2003 (03.07.2003) US  
10/696,069 28 October 2003 (28.10.2003) US

(63) Related by continuation (CON) or continuation-in-part (CIP) to earlier application:  
US 10/696,069 (CIP)  
Filed on 28 October 2003 (28.10.2003)

(71) Applicant (for all designated States except US):  
**SPONGETECH, INC.** [US/US]; 3604 Holdrege Ave.,  
Los Angeles, CA 90016 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **POPOVSKY, Michael** [US/US]; 205 S. Reeves Dr., Beverly Hills, CA 90212 (US). **POPOVSKY, Yelena** [US/US]; 205 S.

Reeves Dr., Beverly Hills, CA 90212 (US). **FOOTE, Susanne** [US/US]; 603 W. Main St., Boise, ID 83702 (US). **LASSEN, Shawna** [US/US]; 5730 NE 26th Ave., Seattle, WA 98105 (US). **JUNGERMANN, Eric** [US/US]; 2323 N. Central Avenue #1001, Phoenix, AZ 85004 (US). **POPER, Maxwell** [US/US]; 5311 Harvard Ave., Westminster, CA 92683 (US). **MARCUS, Raulee** [US/US]; 3335 Highland Ave., Hermosa Beach, CA 90254 (US).

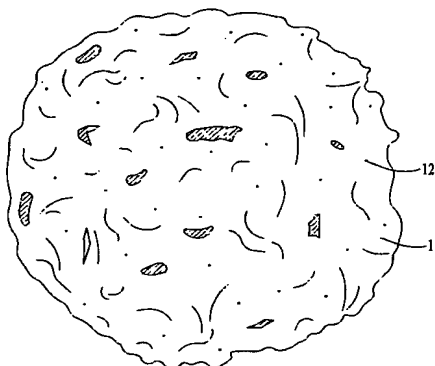
(74) Agent: **ZARRABIAN, Michael**; 1925 Century Park East, Suite 500, Los Angeles, CA 90067 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),

[Continued on next page]

(54) Title: IMPROVED CLEANSING PAD



10

(57) Abstract: A cleansing pad (10) is made of a web of fibers, forming a substrate (11), where the substrate (11) includes a cleansing agent (12) therein. The cleansing agent (12) is a pourable soap. In making the cleansing pad (10), the cleansing agent (12) is initially heated from solid form into molten/liquid form, and distributed essentially throughout one or more portions of the substrate (11) in molten form to coat the fibers in said portions of the substrate (11). After application of the molten cleansing agent (12), the substrate (11) is then allowed to cool such that the molten cleansing agent (12) solidifies and remains solid at a desired range at and above room temperature, forming the cleansing pad (10). Thereafter, in use, the cleansing pad (10) is applied for cleaning an object in conjunction with a solvent such as water. The solvent dissolves the solidified cleansing agent (12). The cleansing pad (10) can be used in this manner multiple times without the need for application of additional cleansing agent (12) to the cleansing pad (10). As such, the cleansing pad (10) is a self-contained, long lasting product that maintains its creamy lather during multiple uses and does not require the user to reapply cleansing agents to the cleansing pad (10) with every use.

WO 2005/007789 A2



European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

#### Declarations under Rule 4.17:

- *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii)) for the following designations* AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW, ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG)
- *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii)) for the following designations* AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID,

IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW, ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG)

- *of inventorship (Rule 4.17(iv)) for US only*

#### Published:

- *without international search report and to be republished upon receipt of that report*

*For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*